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# CO-OP MARKETING KIT & PARTNER PROGRAM OPPORTUNITIES

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*forever west™*





# WHY PARTICIPATE IN A CO-OP?

Wyoming Office of Tourism (WOT) brings more co-op programs to Wyoming travel-related businesses and destinations than ever before. By participating in these national and regional advertising, marketing, and research opportunities, it strengthens the message Wyoming has in the marketplace.

In today's information-filled world, timing of your message is vital. These co-op programs are designed to reach the consumer at the critical moment they are considering Wyoming as a vacation choice.

At the top of the list, cost is always a consideration. Your participation in conjunction with WOT will help your message reach markets and consumers in a more affordable fashion.

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## FREE LISTINGS OPPORTUNITIES



<b>BUSINESS LISTINGS</b>	<p>Listing your tourism-related business on <a href="http://wyomingtourism.org">wyomingtourism.org</a> and in the Wyoming Travelers Journal is free and easy. Each destination and tourism-related business in Wyoming is given a username and password to manage their business listing on <a href="http://wyomingtourism.org">wyomingtourism.org</a>. The listings from the website are used to populate the Wyoming Travelers Journal of each year. We ask that you review your business listing quarterly for accuracy.</p>	<p><b>CONTACT</b> Kaitlyn Anderson, Content Marketing Manager, 307-777-2840, <a href="mailto:kaitlyn.anderson@wyo.gov">kaitlyn.anderson@wyo.gov</a></p> <p><b>DEADLINE</b> Online Listings: Ongoing Journal Business Listings: May 30, 2015</p>
<b>CALENDAR OF EVENTS</b>	<p>Any Wyoming business or organization can submit visitor-related events on the Wyoming Office of Tourism (WOT) calendar of events by logging into your account at <a href="http://wyomingtourism.org">wyomingtourism.org</a>. After approval by WOT, events are published to the website and select events are chosen for the Wyoming Travelers Journal. Many events are also used for the in-state radio and newspaper promotion "Another Wyoming Weekend." Some events are also featured in the monthly e-newsletter, Wyoming Roundup, and through WOT social media.</p>	<p><b>CONTACT</b> Kaitlyn Anderson, Content Marketing Manager, 307-777-2840, <a href="mailto:kaitlyn.anderson@wyo.gov">kaitlyn.anderson@wyo.gov</a></p> <p><i>*Events should be published at least three months in advance of event for visitor planning purposes.</i></p>
<b>DEALS &amp; PACKAGES</b>	<p>Deals and packages are listed at <a href="http://wyomingtourism.org/deals">wyomingtourism.org/deals</a>. Travel packages are a convenient, one-stop shop for visitors planning a Wyoming vacation.</p>	<p><b>CONTACT</b> Kaitlyn Anderson, Content Marketing Manager, 307-777-2840, <a href="mailto:kaitlyn.anderson@wyo.gov">kaitlyn.anderson@wyo.gov</a></p>



## ADVERTISING OPPORTUNITIES

<b>OFFICIAL TRAVELERS JOURNAL</b>	The Wyoming Travelers Journal is used to fulfill all requests coming into the WOT office as well as being distributed across the state, in neighboring states and on the WOT consumer website. The online and iPad versions are available for consumers to view or download to their computer. More than 400,000 journals are distributed each year through this program.	<b>CONTACT</b> Jim Wilkinson, Miles 307-630-9311 jim.wilkinson@milespartnership.com  <b>DEADLINES</b> 2015 Journal: Sept. 15, 2014 2016 Journal: Sept. 15, 2015
<b>WYOMING TOURISM.ORG CONSUMER WEBSITE</b>	As the exclusive consumer website of WOT, wyomingtourism.org is the call to action in every aspect of our advertising campaign. Traffic continues to increase year over year and WOT is developing deep, rich content to keep the visitors' interest once they are on the site. Multiple advertising opportunities exist on wyomingtourism.org.	
<b>WYOMING BRANDED ENVELOPE INSERT</b>	Only 12 advertisers will have the opportunity to participate in this limited opportunity each year. These 8.5 x 3.5 inch heavy stock, two-sided cards will be placed in an attractive branded envelope and distributed through the WOT fulfillment program. A total of 30,000 envelopes will be distributed beginning in March.	
<b>E-NEWSLETTER</b>	WOT sends an e-newsletter to a mailing list of more than 100,000 consumers each month. Add your message, starting at under \$250.	
<b>ONLINE LEAD FULFILLMENT PROGRAM</b>	Once consumers request their journal, they are automatically directed to a thank you page where they can sign up for additional offers from participating businesses. These result in qualified leads from WOT on a weekly basis. Rates per lead are based on print and non-print advertisers.	

## MARKETING CO-OPS

<p><b>SPRING CO-OP INSERT (FOREVER WEST)</b></p>	 <p>The Forever West integrated newspaper insert reaches readers in major markets around the U.S. and introduces them to the sites of the state. A spring launch enables those planning summer vacations direct access to accommodations and activities. This campaign includes:</p> <ul style="list-style-type: none"> <li>• Print circulation of 2 million in major newspaper markets</li> <li>• Digital marketing support</li> <li>• Lead collection and fulfillment</li> </ul>	<p><b>CONTACT</b> Jeff Polley, Madden Media 520-232-2677, jpolley@maddenmedia.com</p> <p><b>DEADLINE</b> January 9, 2015</p> <p><b>DROP DATE</b> TBD</p>
<p><b>MAGAZINE CO-OP</b></p>	 <p>Industry partners have an opportunity to receive discounts on ad placements in print publications as part of WOT's print/summer media buy. List of co-op opportunities is usually available in November.</p>	<p><b>CONTACT</b> Lesley Rowbal Creative Services Manager, 307-777-2881 lesley.rowbal@wyo.gov</p> <p><b>DEADLINE</b> Varies.</p>
<p><b>SEM CO-OP</b></p>	<p>For the Co-op Search Engine Marketing Program WOT will match the funds, up to \$1,250 per month, per partner, with a minimum buy-in of \$250 a month. Participation is open only to chambers of commerce and lodging tax boards. It is available on a first-come, first-serve basis.</p>	<p><b>CONTACT</b> Jeff Polley, Madden Media 520-232-2677, jpolley@maddenmedia.com</p>

# RESEARCH CO-OPS

WOT invests in research annually to build a complete strategy on which to base marketing and advertising decisions and to build Wyoming's overall brand in the marketplace. Your destination can take advantage of these opportunities at up to half the regular cost. Investing in research is a great way to learn how to improve your printed materials, website design and usability, understand the effectiveness of your advertising campaign and understand the demographics and geographies of your consumer.

*Research applications will be available each year by the Fall Summit. All research applications must be received by January 1.*

<b>LODGING SURVEY</b>	WOT can help destinations obtain a better understanding of their customer mix through a lodging survey. Destinations can use this information to target marketing efforts and better serve visitors. <i>Partner Cost: \$3,500</i>	<p><b>CONTACT</b> Lesley Rowbal Creative Services Manager, 307-777-2881 lesley.rowbal@wyo.gov</p> <p><b>DEADLINE</b> All applications for research Co-ops will be due to the Wyoming Office of Tourism yearly by January 1.</p>
<b>INTERCEPT STUDY</b>	Improving the look and usability of your website and printed materials is a great way to increase your opportunity to attract visitors to your destination. This can be accomplished through focus groups where various printed materials and websites are tested on their look (pictures, graphics, etc.), user friendliness and format. Once the research is conducted, you will be given easy-to-follow suggestions to improve your website and printed materials. <i>Partner Cost</i> <i>Printed Material Focus Group: \$2,500</i> <i>Website Focus Group: \$2,750</i>	
<b>COLLATERAL AND WEBSITE ANALYSIS</b>	It is important to know your visitor; where they are from, how old they are, what do they like to do, etc. An analysis of your inquiry database is like mining gold for a tourism entity, it tells you a lot about your target market that can help you plan a strong campaign strategy.  A market analysis helps you understand where your target market is located based on your inquiry database. By mapping your inquiry database you begin to see patterns from year-to-year that help you understand where to focus your efforts. It helps to make your campaign more efficient and your dollars go further. <i>Partner Cost: \$1,000 *Note: Requires an email database</i>	
<b>CONVERSION ANALYSIS</b>	Conversion analysis is offered through an online program which enables you to measure the conversion rate of inquiries to actual visits. This research analyzes the relationship of the referring source of inquiries to actual travel decisions made after seeking travel planning information. In other words, which publications, websites, etc., sent you the most inquiries and, after inquiring, how many visitors actually visited your destination after receiving the material you sent. <i>Partner Cost: \$3,000 *Note: Requires an email database</i>	

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*Research applications will be available each year in the Fall. All research applications must be received by January 1.*

<b>INQUIRY/ MARKET ANALYSIS</b>	<p>It is important to know your visitor; where they are from; how old they are, what do they like to do, etc. An analysis of your inquiry database is like mining for a tourism entity, it tells you a lot about your target market that can help you plan a strong campaign strategy.</p> <p>A market analysis helps you understand where your target market is located based on your inquiry database. By mapping your inquiry database you begin to see patterns from year to year that help you understand where to focus your efforts. It helps you make your campaign more efficient and your dollars go further.</p>	<p><b>CONTACT</b> Lesley Rowbal Creative Services Manager, 307-777-2881 lesley.rowbal@wyo.gov</p> <p><b>DEADLINE</b> All applications for research Co-ops will be due to the Wyoming Office of Tourism yearly by November 15, 2014.</p>
<b>MEASURING ADVERTISING EFFECTIVE- NESS</b>	<p>In order to improve the effectiveness of your advertising, you must know how effective past advertising efforts have been. Basically, a survey will be conducted taking a sample of people from a market in which you advertise. The survey will be conducted at the end of the travel season. The survey will measure the awareness level of your advertising, evaluate the creative, provide a measurement of incremental travel and return on investment.</p> <p>There is an opportunity to co-op with another destination(s) on the ad effectiveness research only if you advertise in the same market as another destination. There would still be a random sampling of surveys, but the survey would ask about both areas and you would receive separate reports on each destination. <i>Partner Cost: \$6,000</i></p>	
<b>OTHER RESEARCH OPPORTUNITIES</b>	<p>In addition to the research components listed here, WOT is offering the opportunity to bring different research ideas to the table to be considered for co-op funding. If you feel your destination will benefit from another aspect of destination development research, bring it to our attention and WOT will evaluate each opportunity for co-op funding and decisions will be based on available funding.</p> <p><i>*All other research opportunities must still abide by the January 1 deadline.</i></p>	

## DESTINATION DEVELOPMENT PROGRAMS

<b>CERTIFIED TOURISM COMMUNITY</b>	Tourism has partnered with Wyoming Rural Development Council (WRDC) to develop the Certified Tourism Community (CTC) Program. The CTC program is the next step of the WRDC Community Assessment process. WOT will administer the program for communities by providing training, information, research assistance, referral services and technical assistance to communities throughout the state at no charge.	CONTACT Kristin Phipps, Destination Development Manager, 307-777-2887, kristin.phipps@wyo.gov
<b>SIGN GRANT PROGRAM</b>	<p>A visitor friendly and accessible Wyoming is created by providing enhanced visitor information, highlighting roadside features of significance and by adequately guiding and directing a tourist. Helping visitors to explore additional areas can increase the quality of their vacation experience.</p> <p>Projects available for funding under the biennial grant program include:</p> <ul style="list-style-type: none"> <li>• Guide/Tourism Attraction/Service Signage</li> <li>• Interpretative Signage/Wayside Exhibits</li> <li>• Free Form (signs that do not qualify in the above categories)</li> </ul>	<p>CONTACT Kristin Phipps, Destination Development Manager, 307-777-2887, kristin.phipps@wyo.gov</p> <p>APPLICATION DEADLINE April 2015</p>
<b>CONSUMER SHOW INCENTIVE PROGRAM</b>	The Consumer Show Incentive Program exists to encourage eligible entities to attend events with a regional, national or international audience for the purpose of promoting visitation to Wyoming and their destinations.	CONTACT Kristin Phipps, Destination Development Manager, 307-777-2887, kristin.phipps@wyo.gov

## VISITOR SERVICES PROGRAMS

<b>DESTINATION MARKETING SPECIALIST</b>	The destination marketing specialist program is a free certification program developed by WOT to recognize frontline personnel as certified travel professionals by testing their knowledge on the state of Wyoming and their ability to access information. There are three levels of certification and recognition: Outrider, Wrangler and Trail Boss. It is officially endorsed by the United States Travel Association, WOT and Wyoming Travel Industry Coalition Board of Directors as part of our Visitor Friendly Wyoming initiative.	CONTACT Northeast Welcome Center Lee Anne Ackerman Welcome Center Supervisor 307-283-3048 leeanne.ackerman@wyo.gov
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<b>DESTINATION SHOWCASE</b>	<p>The Destination Showcase Program invites federal, state, tribal and local entities and organizations into our Wyoming Welcome Centers to promote their local destination, attraction, event and/or to provide interpretive programs to the traveling public.</p>	<p>CONTACT Southeast Wyoming Welcome Center, Steve Kelso, Welcome Center Supervisor, 307-777-5105 steve.kelso@wyo.gov</p> <p>Northeast Welcome Center Lee Anne Ackerman Welcome Center Supervisor 307-283-3048 leeanne.ackerman@wyo.gov</p>
<b>BROCHURE DISTRIBUTION</b>	<p>Our welcome center staff greets more than 300,000 visitors annually. Local destinations, attractions, recreation areas, and visitor services are promoted at our four state operated WCs. Over 250 tourism travel guides, brochures, and rack cards have been approved for distribution. Materials that meet brochure guidelines for tourism businesses and local destinations are distributed at each of our four welcome centers are no charge. An application form and a copy of the brochure must be submitted to participate in the program.</p>	<p>CONTACT Southeast Wyoming Welcome Center, Steve Kelso Welcome Center Supervisor, 307-777-5105 steve.kelso@wyo.gov</p>
<b>WELCOME CENTER FAM TOUR</b>	<p>Frontline staff from federal, state, tribal and local welcome centers are encouraged to apply for the annual Familiarization (FAM) tour. FAM benefits include customer service training, peer network development, and experiencing new areas of Wyoming. This contributes to the larger goal of encouraging travelers to experience more of Wyoming and add overnight stays to current or future travel. The training and tour will be first part of May (Dates TBD). Costs run between \$500-750 per person and limited scholarships are available to defray those costs.</p>	<p>CONTACT Northeast Welcome Center Lee Anne Ackerman Welcome Center Supervisor 307-283-3048 leeanne.ackerman@wyo.gov</p>



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